



BERNALILLO COUNTY'S Increment^{OF} INITIATIVE

Business of the WEEK!



Woodlife Custom Craft

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Born and raised in Argentina, Gorky Pacha moved to the United States in 1985 and has called Albuquerque his home for the past two decades. Here, he transformed his intuitive woodworking skills and passion for carpentry—what first started as a hobby—into a thriving business enterprise offering clients top-notch custom cabinetry and architectural woodworking.

Though he earned a degree in animal science, it was the creative process of woodworking that appealed to Pacha most. “I have a creative mind,” says Pacha. “I enjoy turning something rough into something beautiful, giving it new form and new life to fulfill a purpose. My work started as a hobby and slowly developed into a passion. I found that there was a niche for my work when I started creating custom work for a very diverse clientele.”

Pacha's company, Woodlife, is reputed for its quality craftsmanship, specialty finishes, green cabinetry and a diverse array of architectural woodworking offerings. Pacha says he typically spends a lot of time with his clients discussing concepts, developing ideas and brainstorming before settling on a final design.

“Clients who request custom work should be entitled to have a one-of-its-kind,” Pacha says. “I enjoy creating original styles, and, most importantly, unique finishes that translate my clients' moods, tastes and desires for the unique. It's all about new concepts so that every piece of cabinetry stands alone in the crowd.”

Once a design has been decided upon, Pacha approaches his work as does any great artist committed to his muse. “I set the highest standards for myself,” he says. “I must feel that I have done the absolute best in creating a product.”

Outside of work, Pacha has been involved in the community by organizing civic woodworking projects for children, and by supporting local food banks and Joy Junction, which helps Albuquerque's homeless.

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